

**MTC VPP Parking Project**  
**Technical Advisory Committee**  
**Meeting # 3**  
**February 20, 2015, 10:00AM-1:00PM**  
**MetroCenter, CR-171**  
**101 8<sup>th</sup> Street, Oakland**

**Agenda**

1. Overview – Valerie Knepper, MTC
2. Data Issues:
  - a. Collection – Kelly Clonts, CDM Smith
    - i. Final locations and sites completed
    - ii. Standardizing data collection and database fields
  - b. Database Update – Kearey Smith, MTC
    - i. Backend system/database schema
    - ii. Website design and user interface
  - c. Questions/Discussion regarding data/database
3. Policy Questions – Kelly Clonts/ Terri O'Connor, CDM Smith
  - a. Approach to each question, completion status, remaining analyses to be done, issues
  - b. Next steps
  - c. Expert Panel
  - d. Policy Recommendations
  - e. Questions/Discussion regarding policy analysis
4. April 3<sup>rd</sup> Workshops – Valerie Knepper, MTC/Terri O'Connor, CDM Smith
  - a. First hour – standardizing data collection and the database, training
  - b. Hours 2-3 – analysis of policy questions – potential policies
5. Schedule for project completion – Terri O'Connor, CDM Smith
6. Next Steps, Questions & Discussion – Valerie Knepper, MTC/Terri O'Connor, CDM Smith
7. TDM program/CMAQ Funding opportunity – Stefanie Hom, MTC

## Inventory Database - one for every blockface/facility

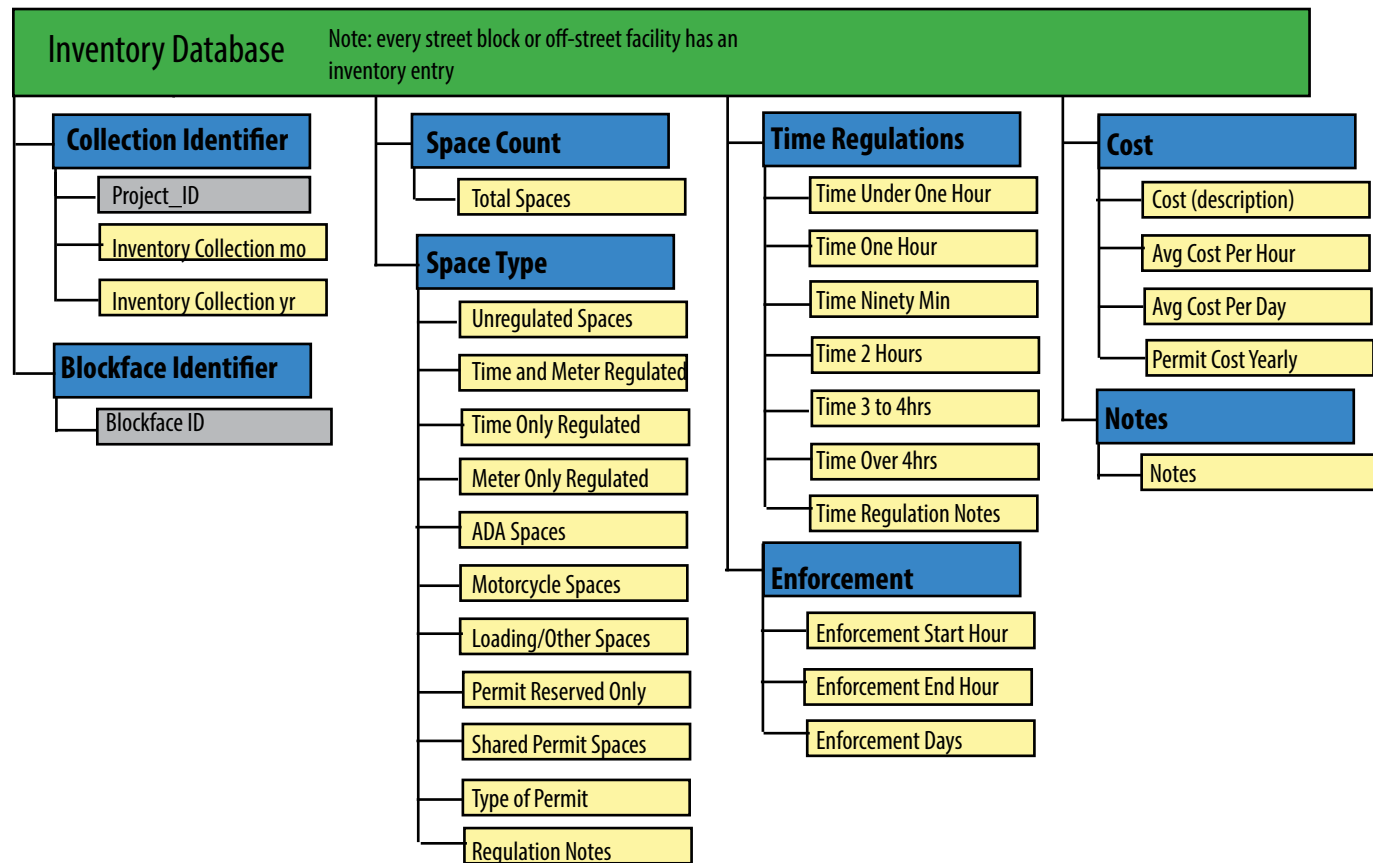
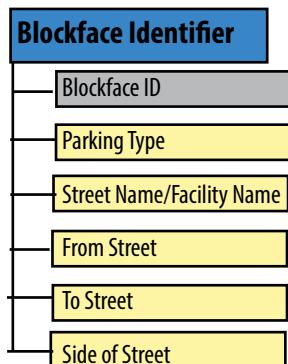
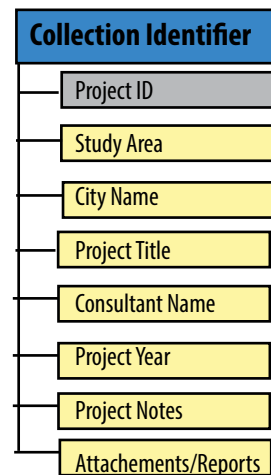
\*Collection and Blockface Identifier information should show up in website

Categories to turn on/off

- Collection Identifier
- Blockface Identifier
- Space Count and Type
- Time Regulations
- Cost

-Collection Identifier: I think we should include project attachments/reports here

- we have taken out Inventory collection month, need to add back in - could go under collection identifier.
- for project notes, links to websites or reports can go here

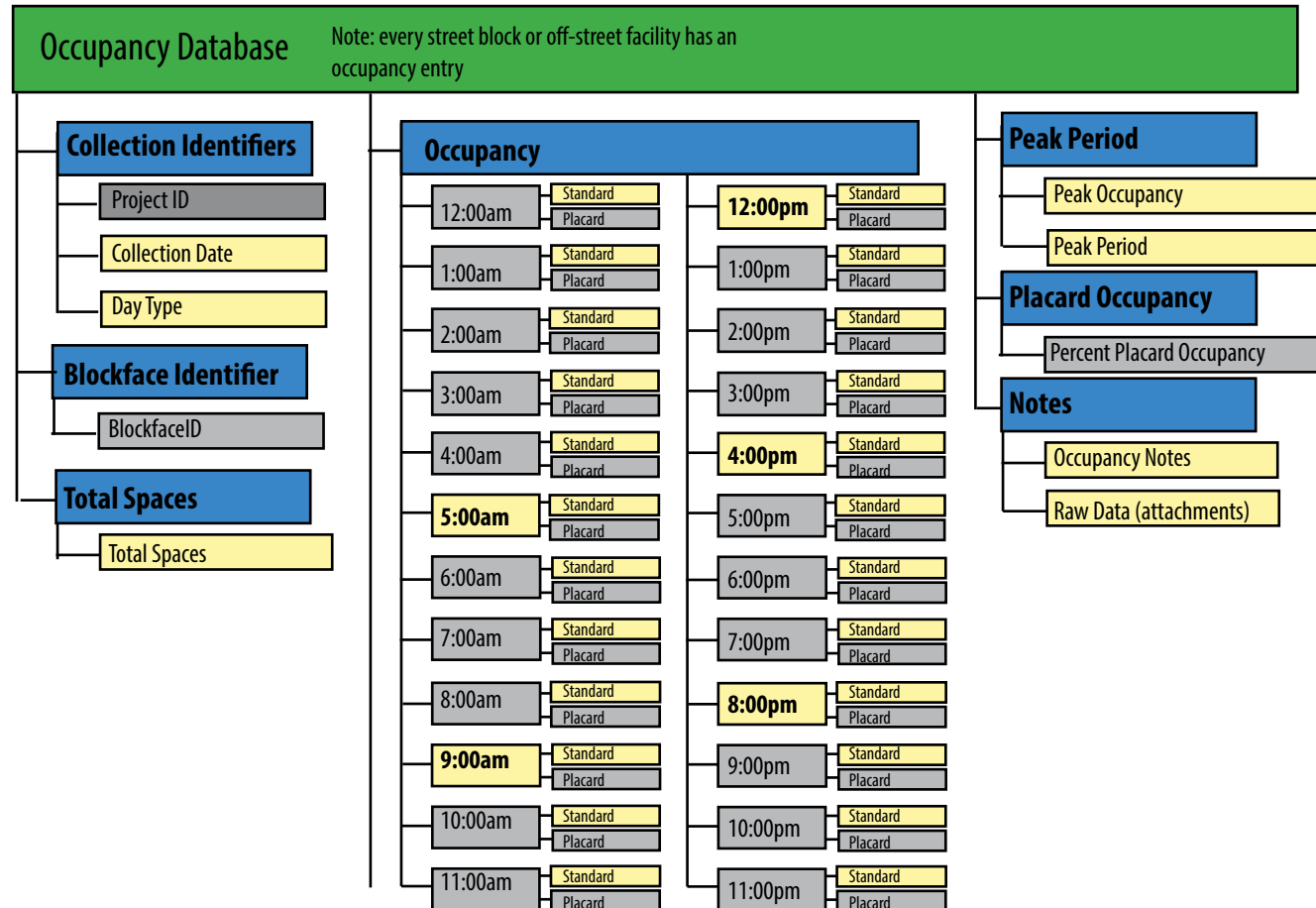


## Occupancy Database - one for every blockface/facility

\*Collection and Blockface Identifier information should show up in website

Categories to turn on/off

- Project Information (show on website database)
- Occupancy - spaces occupied
- Occupancy - percent of total
- Peak Period
- Placard Occupancy



## ***QUESTIONS TO BE ADDRESSED BY THIS EFFORT***

This project will address the following policy, technical, process and implementation questions (which may be refined through the project development process):

1. Where is local parking supply greater than demand, and where is local demand greater than supply, and at what prices for parking does this hold? Does this vary systematically by type of place or other criteria?
2. What would be the impact of reduced parking requirements on distribution and types of new development in different areas of the region?
3. How much demand exists for housing with lower amounts of parking? At what prices and in which areas?
4. What would be the impact of unbundling parking from rents on residential demand in urban areas, and how would it alter demand vis-à-vis less urban areas? What would be the transportation, environmental and financial impacts of a charge placed on parking spaces?
5. Could some planned or proposed parking structures be downsized through pricing and provision of other modes without negative impacts on transit ridership/revenues and downtown retail?
6. What would be the impact on employment location and types, and on employees' income of a regional parking cash-out program?
7. What are the most effective actions the regional agencies can take to support pricing parking policies?
8. Under what conditions might cities and transit agencies want to enact or enforce various priced parking policies?
9. Under what conditions do individuals perceive parking pricing policies to be appropriate?
10. How common are the conditions that would lead to a successful local parking pricing policies in the San Francisco Bay Area?
11. What are the specific approaches to parking pricing programs and the components that are most important for a successful program?

Report Outline:	Policy Question										
	<b>X = not completed</b> <b>+ = minor review/ updates needed</b>										
	1	2	3	4	5	6	7	8	9	10	11
<b>Section 1: Introduction</b>											
a. Why this question is important	+	+	+	+	+	+	+	Under Review	+	+	+
b. Who this question is for	+	+	+	+	+	+	+	Under Review	+	+	+
c. Methodology overview	+	+	+	+	+	+	+	Under Review	+	+	+
<b>Section 2: Background &amp; Research Analysis</b>								Under Review			
<b>Section 3: Additional Analysis</b>											
a. Modeling Analysis		X			X						
b. Other Technical Analysis	X		X							X	
c. Expert Panel Analysis <i>Discuss: How will we focus this?</i>	X	X	X	X	X	X	X	X	X	X	X
<b>Section 4: Conclusion and Discussion</b>											
a. Summary of findings	+	+	+	+	+	+	+	Under Review	+	+	+
b. Challenges and Next Steps	+	+	+	+	+	+	+	Under Review	+	+	+

***DRAFT – for discussion***  
**MTC VPP Parking Project**  
**VPP Parking Project - Workshop**

April 3<sup>rd</sup>, 2015, 1:00PM-4:30PM  
MTC Auditorium  
101 8<sup>th</sup> Street, Oakland  
**Agenda**

Time	Topic	Speaker
1:00pm	<b>1. Introductions</b>	Valerie Knepper, MTC
1:15-2:15 pm	<b>2. Database, website, and interpreting parking data</b>  <i>Detailed explanation of the VPP Parking Project's Regional Parking database schema, database fields, and data. Use of the database and analytical and web display techniques will be demonstrated. This will include an overview of how the database efforts relate to policy research, and how to interpret parking data analysis results and heat maps. This will describe how the project is aiming to standardize data collection methodology and create a repository for parking data in the Bay Area, aiding future analyses.</i>	Kelly Clonts, CDM Smith  Terri O'Connor, CDM Smith
2:15-2:30 pm	<b>3. Break</b>	
2:30-4pm	<b>4. Parking Policy Research</b>  <i>Overview of the eleven Project Policy Questions focusing on analysis efforts and findings to date. This will include modeling approaches and limitations. Other methods of analysis, such as best practice research, will be reviewed for each policy question. Discussion will include the best use of the forthcoming expert panel review, and the development of potential policy recommendations, particularly relating to regional policies and pricing.</i>	Terri O'Connor, CDM Smith  Kelly Clonts, CDM Smith
4-4:30pm	<b>5. Policy Discussion and Q&amp;A</b>	Terri O'Connor, CDM Smith  Valerie Knepper, MTC